

WHAT IS CLAIMED IS:

1 1. A method for identifying as being helpful or otherwise
2 valuable product/service reviews in a database coupled to
3 a distributed communication network, comprising the steps
4 of:

5 displaying product/service reviews from said database
6 on a client display connected to said database over said
7 network;

8 providing an interactive element associated with the
9 displayed review on the client display, which when clicked
10 by a user indicates that the user has found the displayed
11 review helpful in determining whether or not to purchase
12 or to use the product/service at issue;

13 receiving at said database an indication that the
14 user has clicked the interactive element, and incrementing
15 a count of a stored number of indications for said review
16 in response to said indication; and

17 displaying the number of indications associated with
18 a review on said client display together with the review.

2. The method of claim 1, further comprising the steps of
sorting the reviews in ascending or descending order as a
function of the number of indications tallied for each
review, and sequentially displaying the reviews in the
sorted order.

1 3. A system for identifying as being helpful or otherwise
2 valuable product/service reviews in a database coupled to
3 a distributed communication network, comprising:

4 means for displaying product/service reviews from
5 said database on a client display connected to said
6 database over said network;

7 means for providing an interactive element associated
8 with the displayed review on the client display, which
9 when clicked by a user indicates that the user has found
10 the displayed review helpful in determining whether or not
11 to purchase or to use the product/service at issue;

12 means for receiving at said database an indication
13 that the user has clicked the interactive element, and
14 incrementing a count of a stored number of indications for
15 said review in response to said indication; and

16 means for displaying the number of indications
17 associated with a review on said client display together
18 with the review.

1 4. A method for identifying as being helpful items of
2 content in a database coupled to a distributed
3 communication network, comprising the steps of:

4 displaying items of content from said database on a
5 client display connected to said database over said
6 network;

7 providing an interactive element associated with the
8 displayed item of content on the client display, which
9 when clicked by a user indicates that the user has found
10 the displayed item of content helpful or otherwise
11 valuable;

12 receiving at said database an indication that the
13 user has clicked the interactive element, and incrementing
14 a count of a stored number of indications for said item of
15 content in response to said indication; and

16 displaying the number of indications associated with
17 an item of content on said client display together with
18 the item of content.